



Giselle Department store celebrates their silver anniversary

When the Figaroa sisters, Greta, Elsie, and Evelina opened up the Giselle Department Store in Noord twenty-five years ago, it was something revolutionary for Aruba. The concept of such a complete store, outside of Oranjestad, and catering to a clientele of what was then a still not so developed area was new, and as time has proved, visionary.

On Sunday, August 27, the three sisters celebrated their success with, as Greta announced, “not workers, but *family*” at the Arawa Waterpark in Moko. Joining the sisters and their staff of forty were the family members, swelling the ranks to one hundred that took over the park for a day of swimming, fun and games, and a lovely breakfast and barbecue lunch. Greta, Elsie and Evelina were generous with their appreciation and praise for their loyal staff, distributing gifts to employees, some of which had been with the shop since the day it opened its doors. The staff were united in their mutual respect for their employers, and Deta Maduro along with Rica Geil, both with the company for twenty-five and twenty-two years respectively, returned the appreciation with engraved plaques for the sisters as a gift from all the workers.

As Greta thanked all the staff for their hard work and devotion to Giselle, quite a few could be seen brushing tears from their eyes, such was the depth of feeling and ties they felt to the Figaroa sisters. During its twenty-five years of existence, Giselle was such a success has seen four expansions the most recent just two years ago. Greta reports that on Saturday, August 26 they gave back to the community that has supported them by declaring a twenty-five percent discount on everything in the store, and they broke all records for sales for the entire time they have been serving the community.

Congratulations to the Giselle family on their silver anniversary, islanders are looking forward to getting fifty percent off at your Golden Jubilee!